

GOVERNMENT OF TELANGANA
ABSTRACT

ITE&C Department – IMAGE Policy - Incentives - Sanction and Release of an amount of Rs.5,00,000/- (Rupees Five Lakhs only) towards reimbursement of Exhibition stall rentals to M/s.Green Gold Animation Private Limited, Hyderabad - Orders - Issued.

INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS
(Promotions) DEPARTMENT

G.O.Rt.No. 134

Dated: 06-12-2019
Read the following:

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. ITE&C Dept Memo.No.49/ ITE&C/ Prom/ 2017, dt:13.03.2017.
3. Application dt:22.03.2018 of M/s.Green Gold Animation Private Limited, Hyderabad.
4. Minutes of the 4th CCAVCGI meeting held on 26.07.2018.
5. G.O.Rt.No.740, Finance (EBS.I) Department dt:14.05.2019.
6. U.O.Note.No.ITEC-12/BDGT/08/2019, ITE&C Dept, dt:15.05.2019.

ORDER:

Government in the IMAGE Policy issued vide G.O. reference 1st read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State. In pursuance of the said orders, M/s.Green Gold Animation Private Limited, Hyderabad vide reference 3rd read above has submitted an application for reimbursement of Exhibition stall rentals incentive.

2. The company has participated in Asian Television Forum (ATF) Singapore held from 29th Nov to 1st Dec 2017, Singapore. The amount incurred towards the stall taken is Rs.4,65,811/-. Further, the company has participated in Reed MIDEM - MIPCOM 2017. The amount incurred towards the stall taken is Rs.7,04,088/-.

3. As per IMAGE Policy, AVCG Industry would be eligible for reimbursement of 50% of the Exhibition stall rental cost limited to 9 sq. mts. of space and delegate registration charges at conferences/ Exhibitions will be reimbursed for participating in the notified national/international exhibitions and Conferences. This incentive is upto a maximum amount of Rs.5 Lakhs per annum for participation in single or multiple event.

4. Both ATF Singapore and MIPCOM exhibition falls under Notified events under the Memo.No.49/ITE&C/Prom/2017, dt:13.03.2017 of Calendar of events 2017.

5. The amount incurred for the year 2017 for participating in two exhibitions is Rs.11,69,899/-. 50% of the total amount comes to Rs.5,84,949/- But the limit is Rs.5 lakhs only per annum. As such, the company is eligible for Rs.5 lakhs only.

6. In the G.O. reference 5th read above, the Finance Department has released BRO to ITE&C Dept as additional funds towards meeting the expenditure in relaxation of treasury control and quarterly regulation orders pending inclusion in the Supplementary Estimates 2019-2020, under the Head of Account:330 - Subsidies for an amount of Rs.2,91,97,000/-.

7. Taking into consideration the recommendations of CCAVCGI vide reference 4th read above, Government after careful consideration, hereby sanction and release an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.Green Gold Animation Private Limited, Hyderabad towards reimbursement of exhibition stall rentals.

8. The amount sanctioned in Para.7 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

9. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.5,00,000/- (Rupees Five Lakhs only) sanctioned in Para.7 above and arrange for payment duly applying the TDS in favour of M/s.Green Gold Animation Private Limited, Hyderabad.

10. M/s.Green Gold Animation Private Limited, Hyderabad shall submit advance stamped receipt for Rs.5,00,000/- (Rupees Five Lakhs only) to this Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

JAYESH RANJAN
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s.Green Gold Animation Private Limited, The Platina, 11th floor, A Block, Kondapur road, APHB, Gachibowli, Hyderabad.
The Accountant General (Audit), Telangana, Hyderabad
The Accountant General (A&E), Telangana, Hyderabad
The Director of Treasuries and Accounts, Telangana, Hyderabad
The District Treasury Officer, Urban, Hyderabad
The Pay and Accounts Officer, Telangana, Hyderabad
The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad
The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:
Fin. (EBS.I) Department
SF/Spare

// FORWARDED : : BY ORDER //

SECTION OFFICER